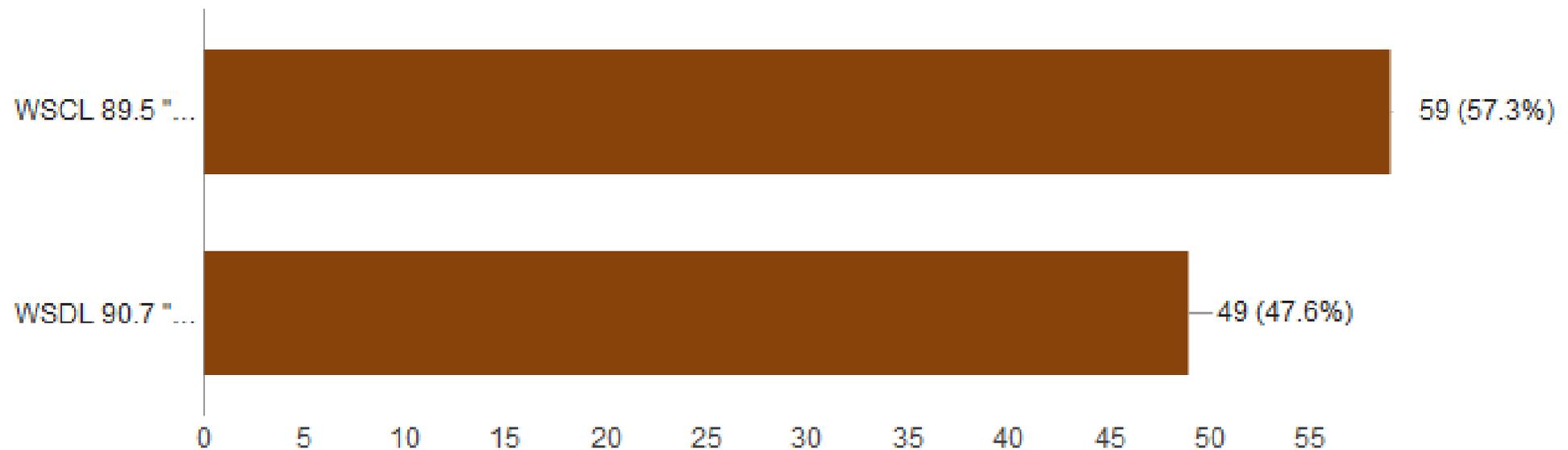


DPR PROGRAM SURVEY

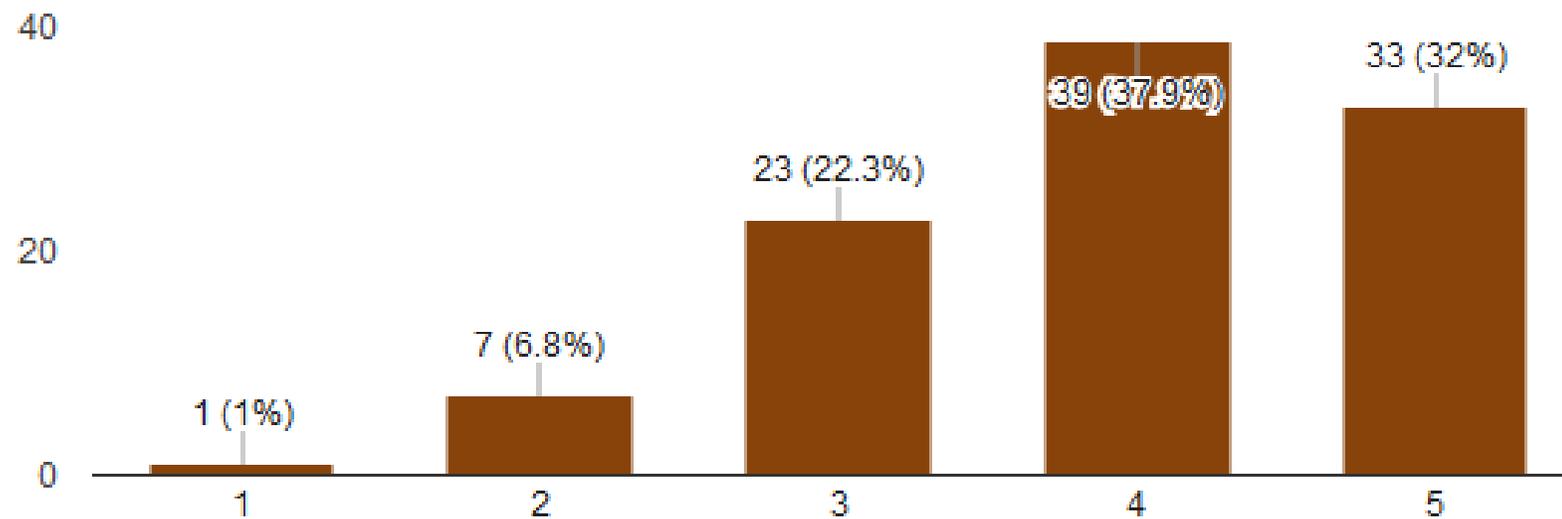
Winter 2017

Which station do you primarily listen to? (103 responses)



How satisfied are you with the overall performance of Delmarva Public Radio?

(103 responses)



IF YOU ANSWERED "LESS" , WOULD YOU PLEASE SHARE WHY?

- Listen to more podcasts and streaming stations
- don't like the programming 11 am to 4 pm m-f
- Live streaming on computer doesn't work; prefer jazz to rock; local programming is dull
- I started listening less when the 1pm weekday programming switched from talk radio to music.
- For some reason, the signal stopped coming in clearly, starting about 3 weeks ago. Doesn't matter WHICH radio I use: small, portable transistor, large centrally-located living room stereo, or car radio.
- I switch to WAMU to continue news shows in the afternoon and evening

IF YOU ANSWERED "LESS" , WOULD YOU PLEASE SHARE WHY?

- Listening to XM radio more and more (BB King Blues mostly)
- I'm not that interested in 90.7's new format. Am listening to 88.3 for news.
- There was a time when reception was very poor. So, I got into the habit of listening to WAMU or WESM as the reception was better.
- Not in car as much. Also I often listen to 88.5 instead of 90.7 because of better reception. OK, I also more often like the programming. The music is OK but not my favorite. I like the classical music on 89.5 and go there to rest my bothered soul.
- The programming has significantly changed in a way that I don't like nearly as much as I did before.
- Busy with other things during the day
- Poor reception

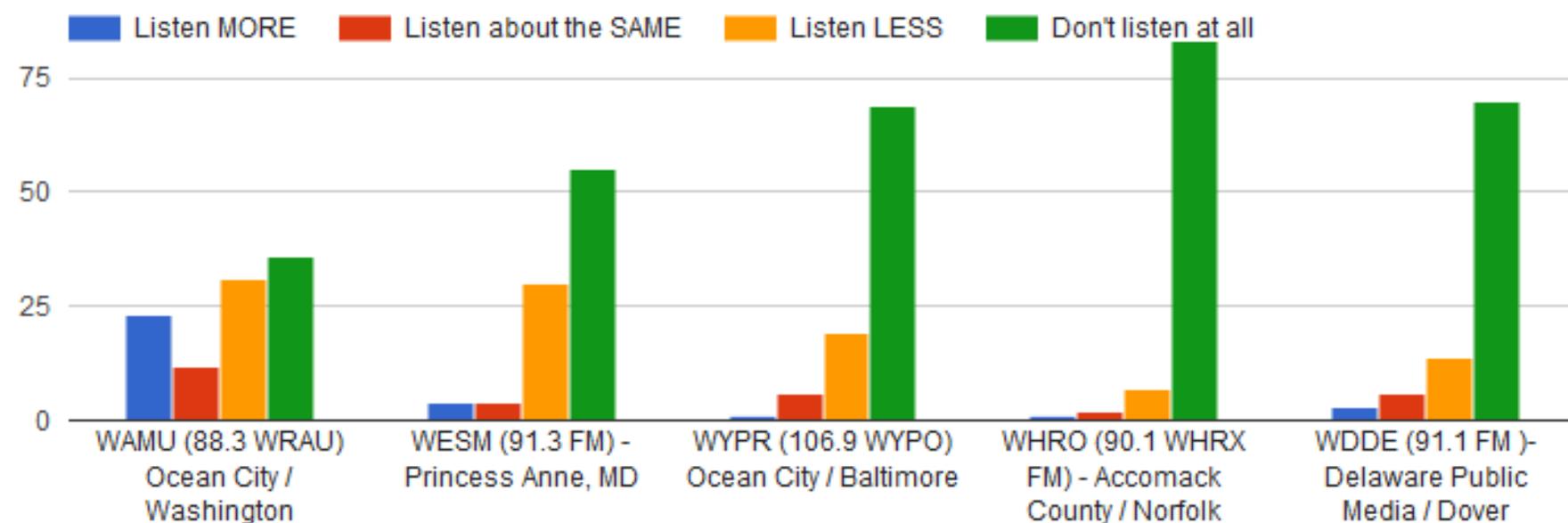
IF YOU ANSWERED "LESS" , WOULD YOU PLEASE SHARE WHY?

- In the car less
- News casts do not equally represent views of both political parties & usually present Republican Party views in a negative light.
- moved west of town and the reception isn't very good
- Listening to 88.3. Better reception than 90.7 primarily
- Every story on the news shows starts with "President Trump..." I can't take it. I've been listening to my own music, CDs more lately.
- listen mostly in the car and have not been driving as much
- Like D.C. 88.5 programs

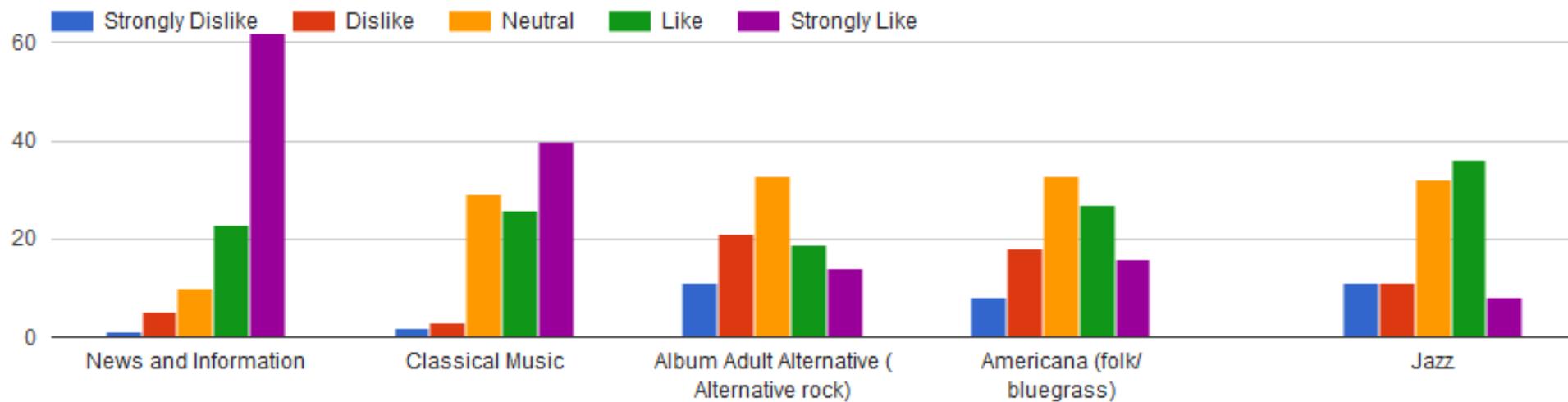
IF YOU ANSWERED "LESS" , WOULD YOU PLEASE SHARE WHY?

- the signal is terrible. I can not get a clear signal either at home or in my car radio in the Salisbury area. I also do not like your evening music programming which seems geared towards aging baby boomers.
- Too much rhythm and not enough news! Has the format changed due to available funding? The only radio that I listen to is NPR and I have been forced to listen to your competitors broadcasting from Washington and Baltimore.
- Changes don't interest me
- Like WAMU better.
- Not at home as much nor do I care for all of the new personnel
- Actually my listening began to change over 2 years ago. Today I listen to WAMU instead.
- Not listening to radio as much because not commuting to job anymore.

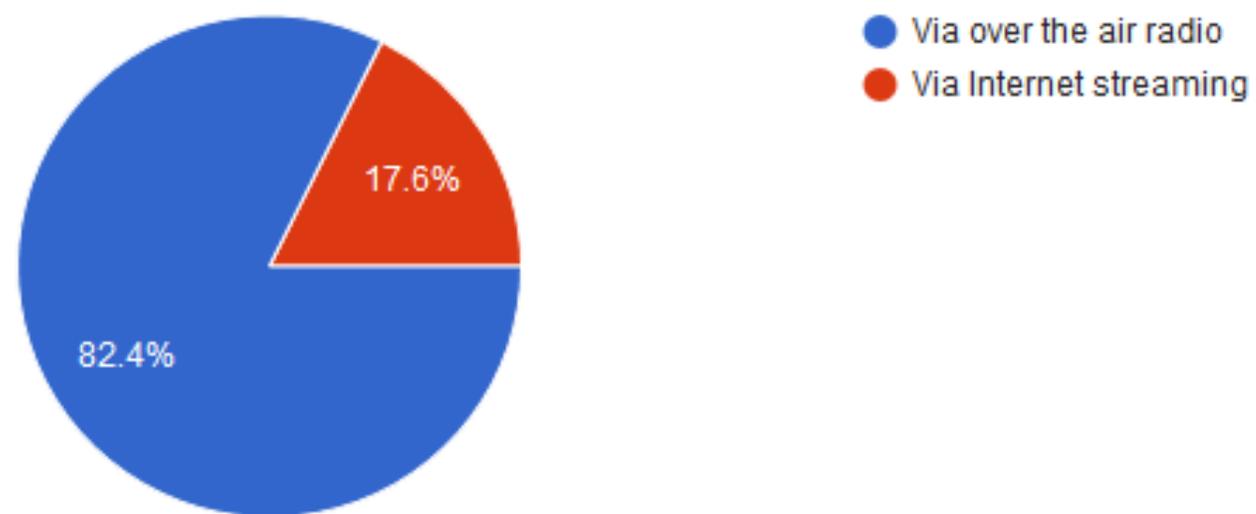
Below is a list of other public radio stations in the region. Do you listen to these stations more, less, or about the same as either WSDL 90.7 or WSCL 89.5?



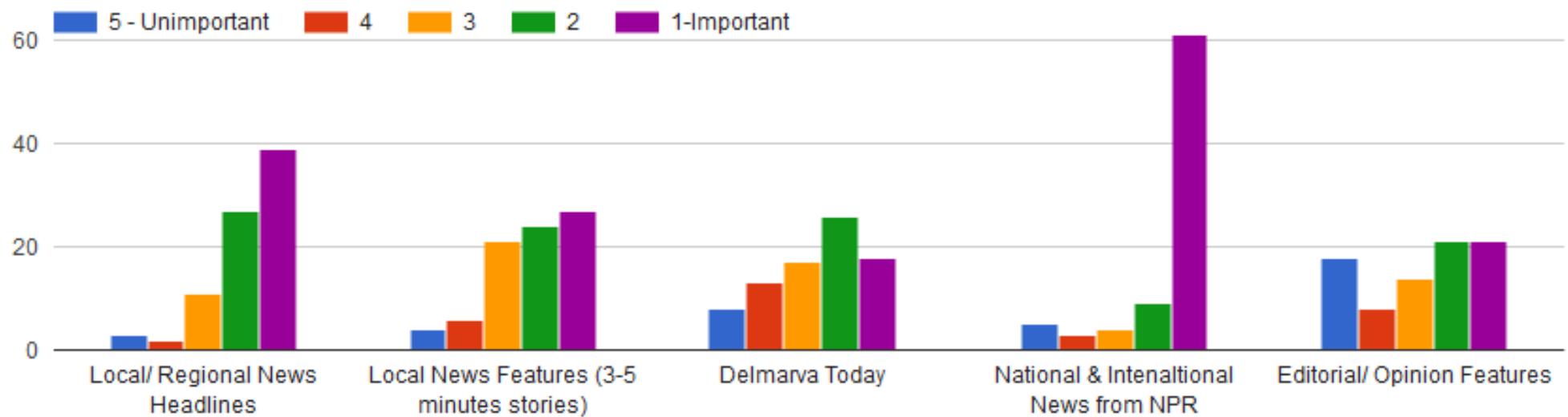
In terms of the types of programming that Delmarva Public Radio currently airs, please select the item that best describes your opinion.



Do you listen to Delmarva Public Radio primarily... (102 responses)



Rank DPR's News Offerings (Please do not select the same answer twice)



"I WISH DELMARVA PUBLIC RADIO WOULD"

- A couple of years back some "drastic" changes were made in your programming. Saturday morning programs disappeared e.g. Click and Clack and Wait Wait. RE: musical selections it seems you began to play less and less of the "Three B's" and more and more "modern classical" composers. Also you introduced the "pregnant pause" especially when a program finished a few minutes before the hour or half-hour. I don't know how many times I thought my radio died, or that the egrets were building nests on your transmitters. I've come to the conclusion that:(A) No one in your business offices is listening to your programming or:(B) you have gone 100% computer driven, ergo, no human beings in the studio to take the mike when a piece of music ends. Surely there must be some communication majors at the University who would like to make a few dollars by babysitting the studio and informing us as to what just played and what is to come. I got used to looking forward to an evening with the orchestras you used to feature around 8 P.M., which is a civilized time to go the music hall. For some reason these performances are starting much earlier in the evening. Based on my e-mail address you know that I am and will continue to be a sustaining member at least for the immediate future.

"I WISH DELMARVA PUBLIC RADIO WOULD"

- improve reception further south.
- Control the volume on your local announcements on internet streaming!
- not repeat the news in the morning
- Never ever run out of funds. Joining as soon as I finish this survey.
- Have more talk shows on various topics, roundtables, etc.
- Get your antenna/transmitter fixed so you don't keep going off the air. Also: in regard to the top question: I listen to WRTI during the workday and to them and WHYY in the car. Your programming in recent years turned me completely off listening to WSCL during the daytime. I really like WRTI's mix of classical music - much more to my taste than what you were presenting.

"I WISH DELMARVA PUBLIC RADIO WOULD"

- not broadcast any NPR news at all.
- Play news after 6?
- have live local announcers on air
- I don't know what you could do to get me back. My financial support now is more habit than anything else.
- Get the Hermit's other show on 90.7
- Be accessible on the radio instead of streaming.
- I enjoy the music, but would like to hear more of the informative programs as well.
- boost the signal on 90.7. sometimes have difficulty with clear signal

“I WISH DELMARVA PUBLIC RADIO WOULD”

- Eliminate corporate commercials
- Know they do good work.
- Play more classical bona fide masterpieces. You play too much second and third rate music. I know it is all a matter of taste, but if a phrase is repeated (Mendelsohn), I turn you off. I have you on all night at a low level. I have awakened to wonderful stuff (Berg Violin Concerto), but most of the time it is junk, which you can get away with in the wee hours; but, please, no more Mrs. Ha Ha Beach.
- have a better signal in Ocean Pines 89.5
- bring back Prairie Home Companion on Saturday evenings
- move mountain stage to sunday evenings

"I WISH DELMARVA PUBLIC RADIO WOULD"

- 1) not repeat the same 6:00 AM temperatures throughout the morning news. 2) have a replacement for the morning local news when Don Rush is absent to avoid the dead air, and 3) recognize that some Delmarva Public Radio listeners are sports fans and include some scores during the morning news.
- Continue NPR/talk radio programming throughout the weekday workday.
- improve the quality of its radio transmissions.
- play news and information all the time on 89.5, since I can't get 90.7 where I live.
- carry 'science friday'
- continue to thrive. i appreciate you all immensely
- Go back to all-news on at least one of the stations. Reinvigorate its local "talking heads" segment -- try some new voices.

"I WISH DELMARVA PUBLIC RADIO WOULD"

- Be more consistent with its reception quality. Signal is too noisy via radio
- have more classical music in the mornings instead of all news.
- Oh, it is so hard, to compete with 88.7. Those people have such wealthy listeners and a larger audience just based on population. When I send donations I always send them to you not to them. Despite I may listen to them more you are in my heart.
- Bring back some of the previous programming, and stop aiming at the "hippie/Grateful Dead" listener that they seem to think I am.
- have a clearer signal at times
- I like the 9 am local show. I would like to hear more "undercurrents". I would like to hear "on point". And " science Friday".

"I WISH DELMARVA PUBLIC RADIO WOULD"

- I miss Kara. I wish the short stories would air again at a different time. I wish With Heart and Voice would air later in the day.
- Give improved on-air credit to Salisbury University for supporting DPR. It's far more than simply giving the impression that the relationship is strictly a place for DPR to operate. DPR is a community service very much provided by and financially supported by the University. And were it not for the University administration DPR may not even exist today. Do more to give credit to a most important benefactor.
- carry more jazz programming
- provide a higher quality of local news
- Carry music on Saturday morning instead of talk shows

"I WISH DELMARVA PUBLIC RADIO WOULD"

- Have old time radio (or maybe it does and I do not tune in at the right time).
- Increase power so I can receive DPR at my house properly. Also, give up the Sunday morning poetry readings, play readings, comedy readings and such, PLEASE!
- Provide more reliable access in Lewes, DE. We have been frustrated at time when we travel from Baltimore.
- Not have so many technical glitches
- increase broadcast power
- Go back to the all-talk programs you used to have on WSDL. I don't like World Cafe, etc. as much.

"I WISH DELMARVA PUBLIC RADIO WOULD"

- Have live announcers and program managers like they used to rather than purchased programs.
- Had better reception on 90.7
- Because tower is in DE, I don't always get a strong signal in Pocomoke
- Not move shows around so much.
- stop the stupid music. Put more of This American Life or the New Yorker or something like that.
- Delete all news programs. If they want news, they can go to SDL. Also delete all Sunday religious programming and religious music. If they want this, they can go to church. Your best classical music is evenings with Peter VanDeGraff (SP). Also enjoy Saturday 7 PM and 8 PM programs. My favorite song of all time is Every Breath You Take by The Police but doubt I'll ever hear it on your station.

"I WISH DELMARVA PUBLIC RADIO WOULD"

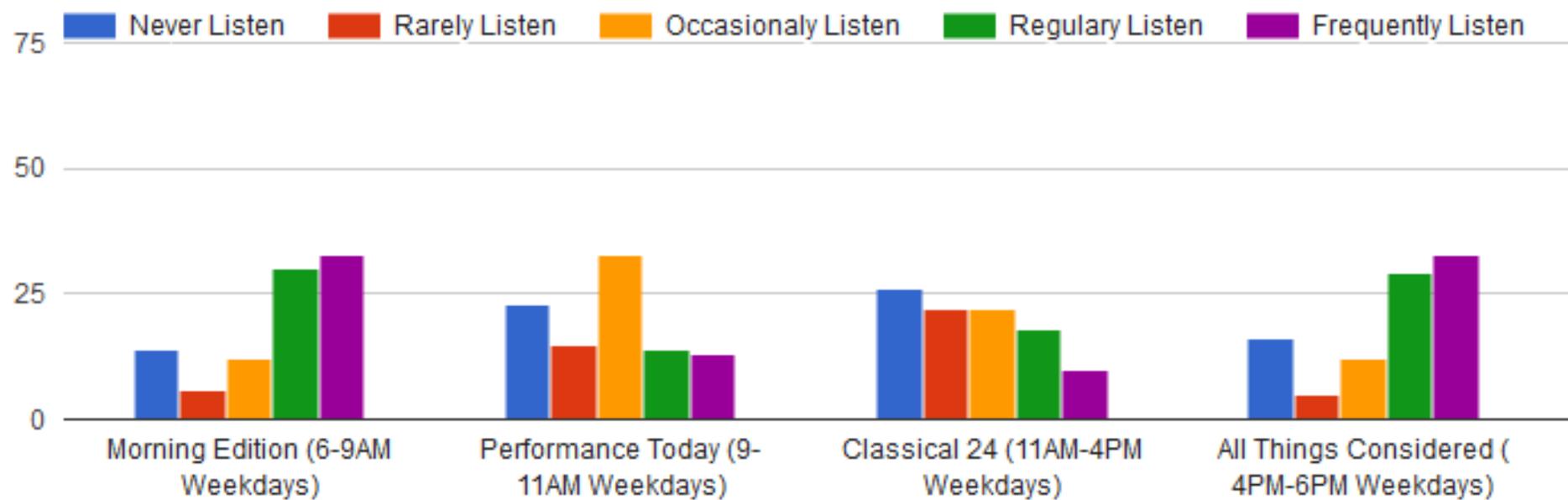
- Follow 88.5 programming
- improve their signal and have a greater diversity of music offerings
- Offer advanced specific lists of the classical music that will be played the next day.
- remove all the music and put news and information back on all/most of the music slots. I try to listen to 90.7 when the news is on, but as soon as you switch to music I switch to 88.3.
- Have less talking and more music but less opera. Love The Score with Edmund Stone that kind of programming. Don't like the short story show .
- keep going as you are, I don't have any suggested improvements

"I WISH DELMARVA PUBLIC RADIO WOULD"

- Be a news station again! I like to have the previous format back!
- Choose one format and stick with it
- Prevent the loud increase in volume on WSCL of locally recorded announcements
- have more news discussion programming
- Most of the music during the day is quite good I think. Occasionally, there is some that, to me, clashes with my senses. However, most Thursday evenings I have a meeting I attend - and my drive is about 45 minutes each way - and so often the music is GOD AWFUL! This is not always the case - but generally it is - and I have called WSCL and mentioned that. What I learned was that this is coming from another source - not WSCL specifically - and that that music is already selected by others on up the line. I wish they would have things that are not so unharmonious and grating because I generally end up just turning the radio off. I do love your human interest stories though - and I try to support your station.

WSCL 89.5 PROGRAMMING

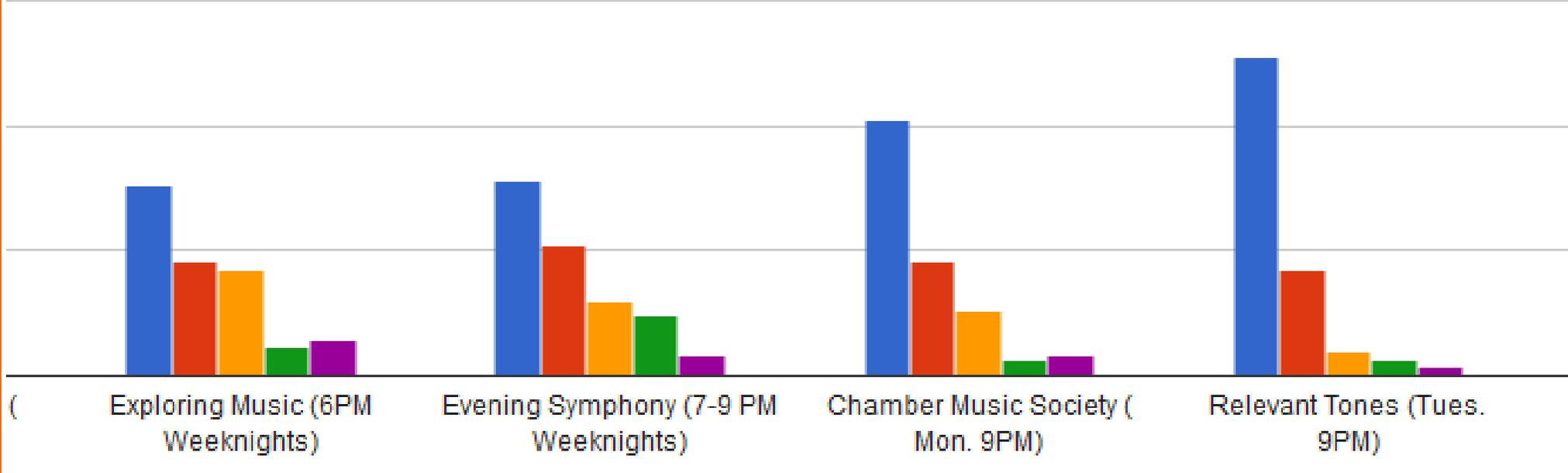
WSCL 89.5 FM Programming





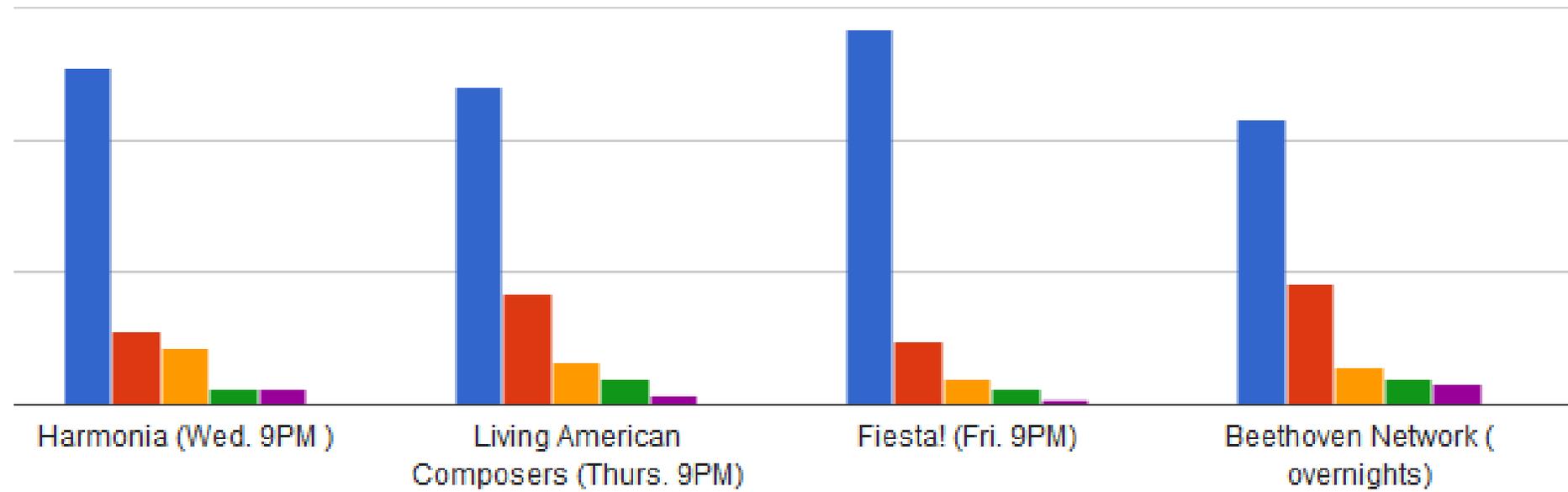
WSCL 89.5 FM Programming

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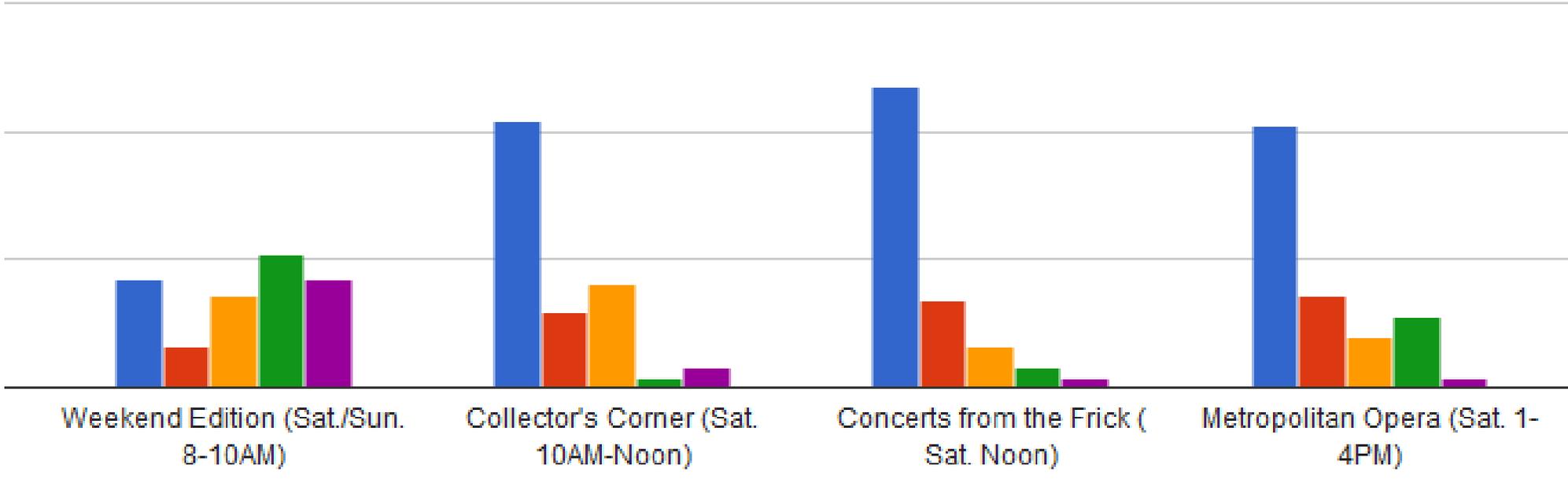


WSCL 89.5 FM Programming



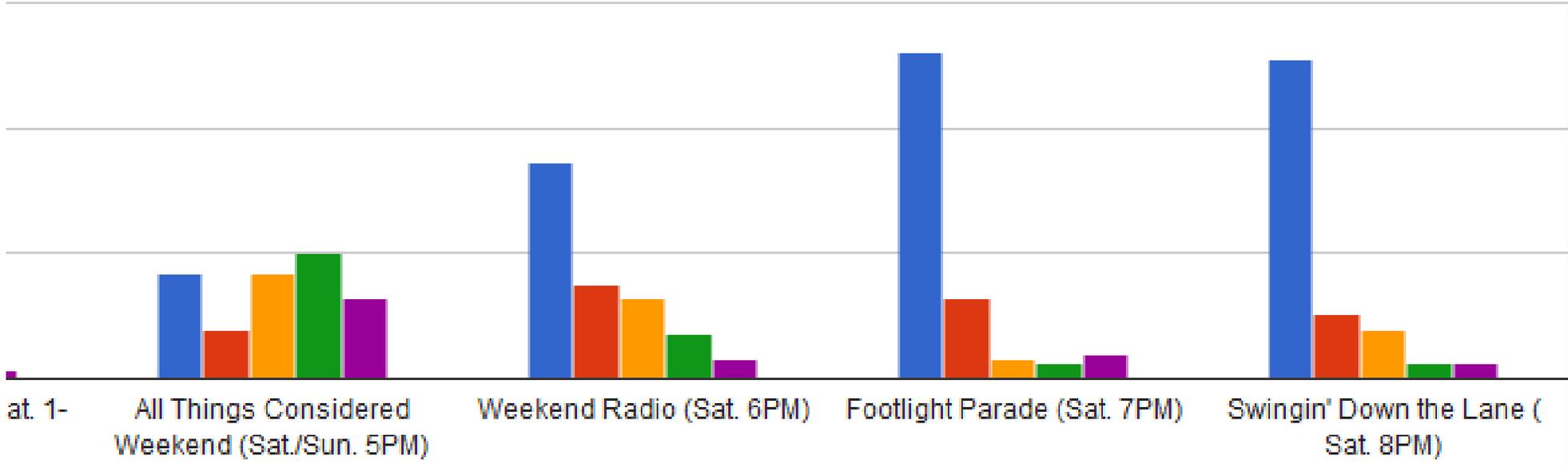


WSCL 89.5 FM Programming



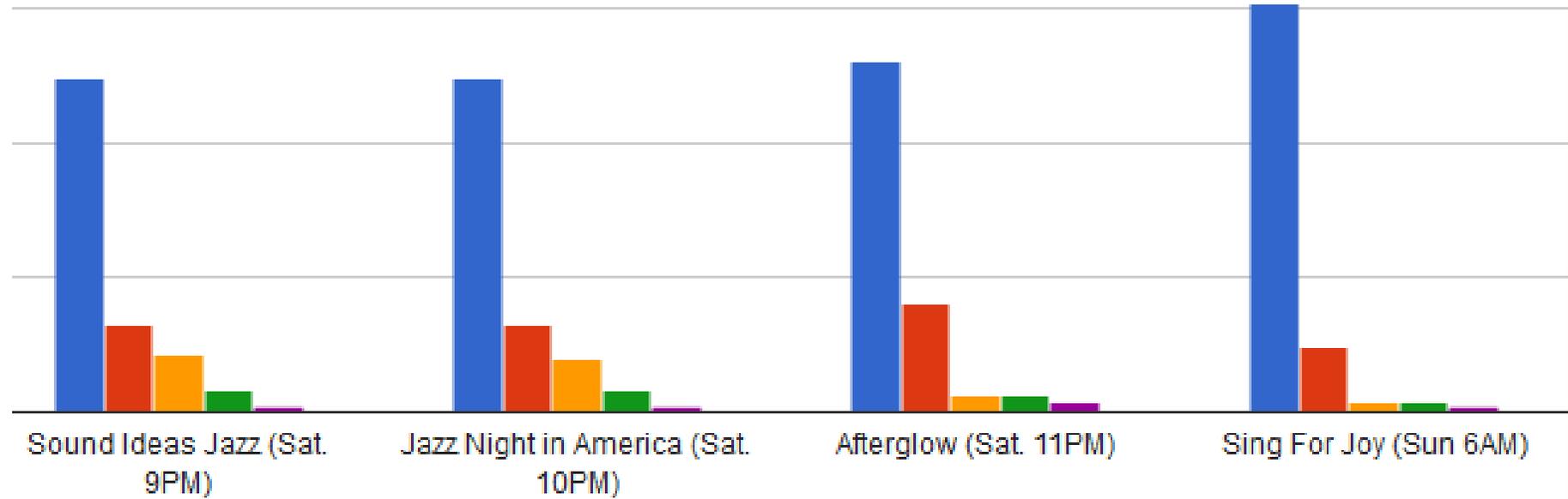


WSCL 89.5 FM Programming



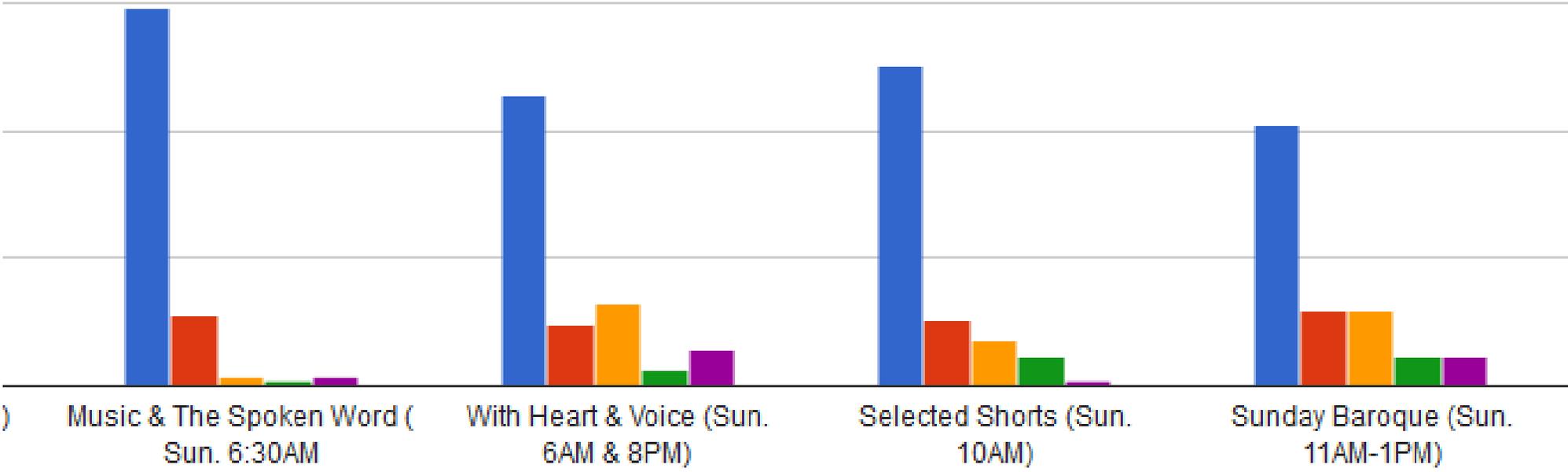


WSCL 89.5 FM Programming



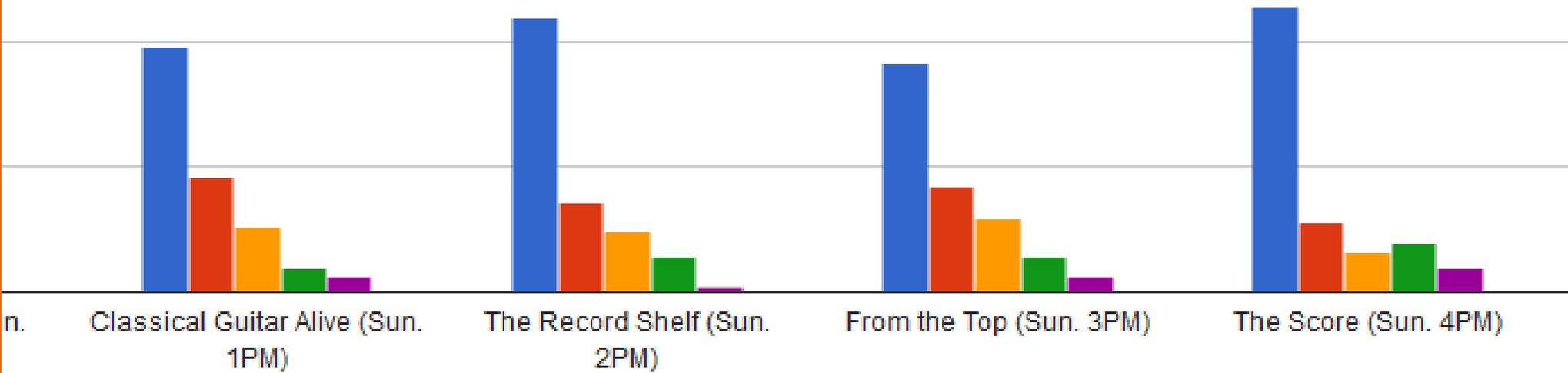


WSCL 89.5 FM Programming



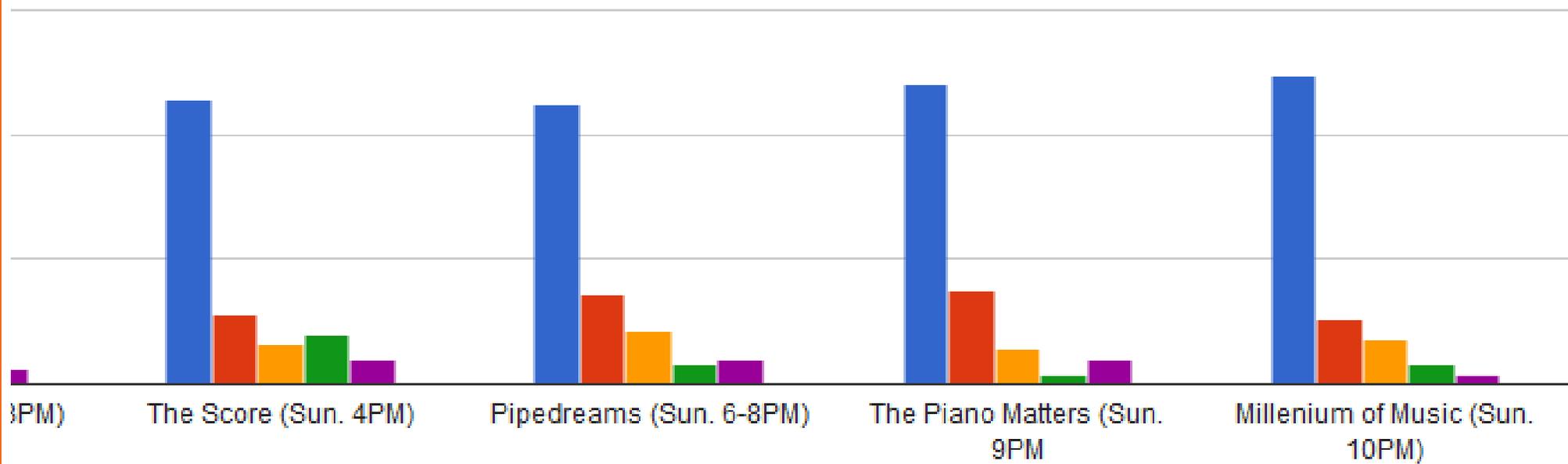


WSCL 89.5 FM Programming



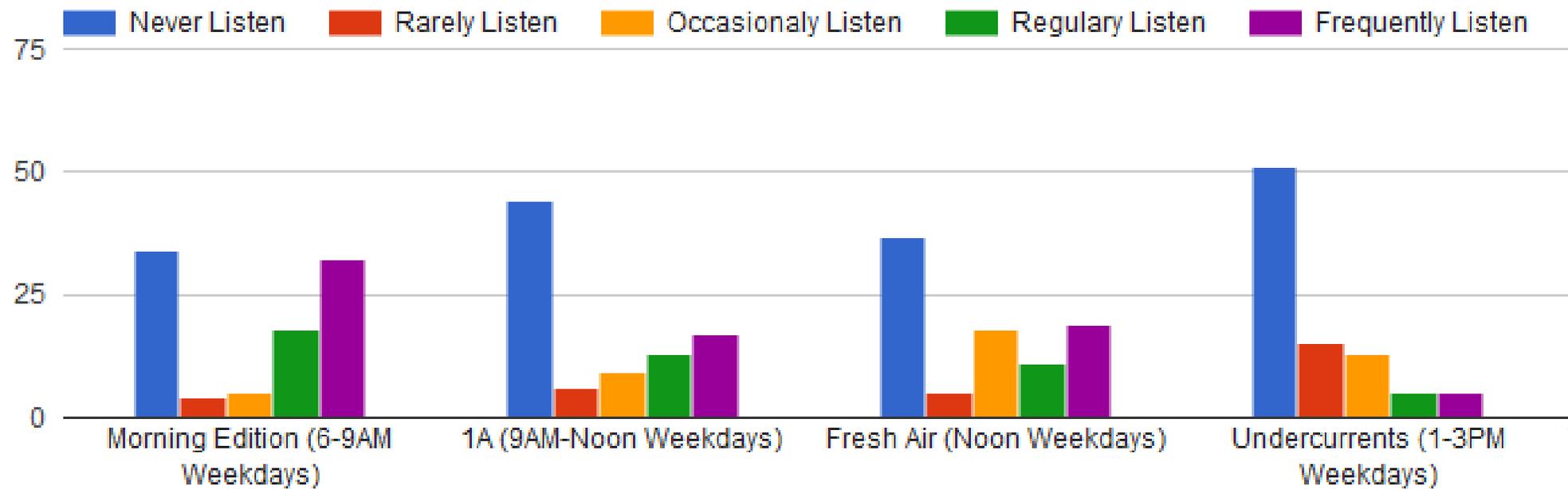


WSCL 89.5 FM Programming



WSDL 90.7 PROGRAMMING

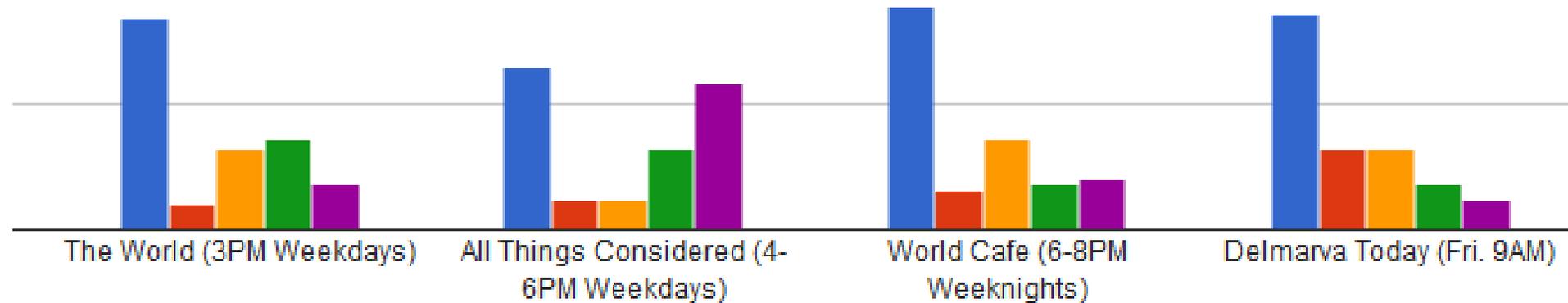
WSDL 90.7 FM Programming



Never Listen Rarely Listen Occasionally Listen Regularly Listen Frequently Listen

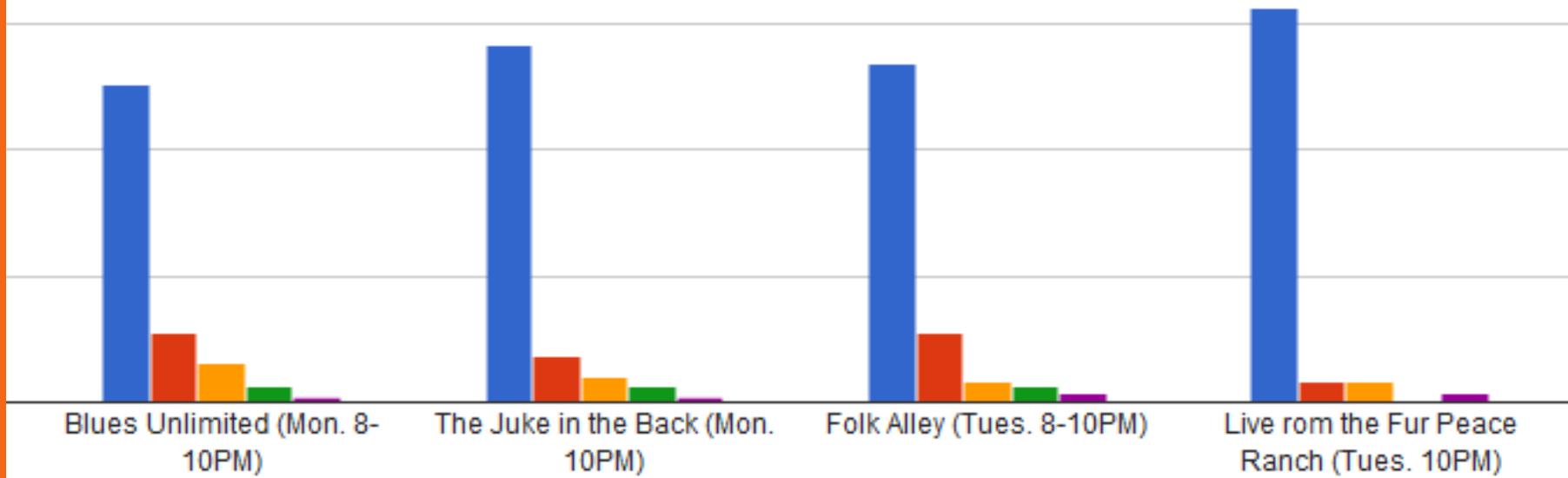
WSDL 90.7 FM Programming

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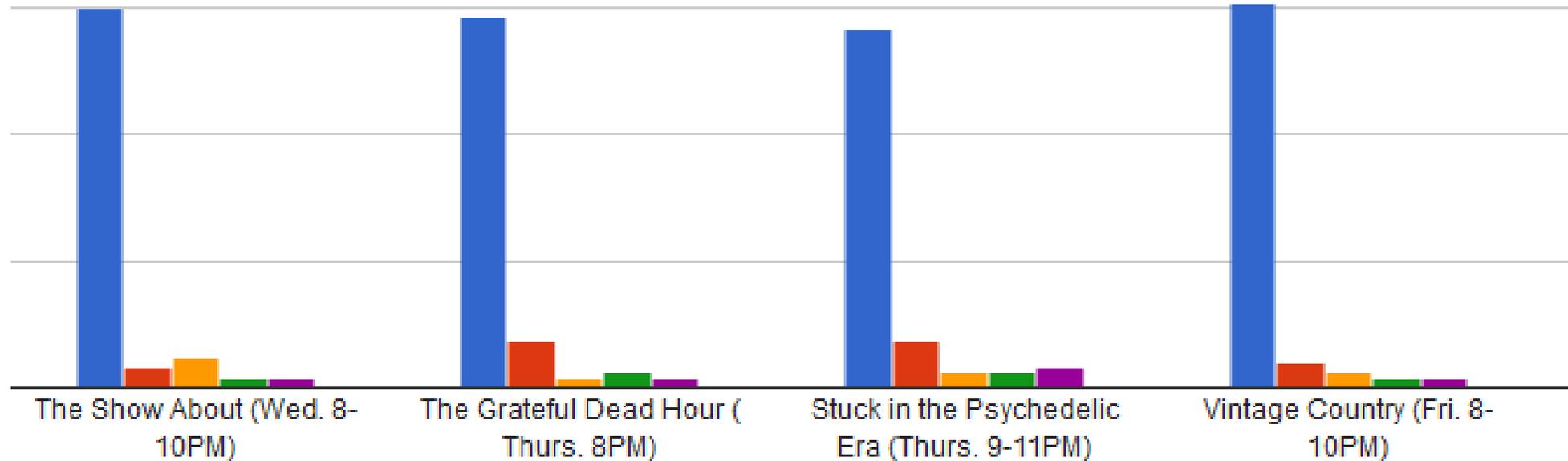
Never Listen Rarely Listen Occasionally Listen Regularly Listen Frequently Listen

WSDL 90.7 FM Programming



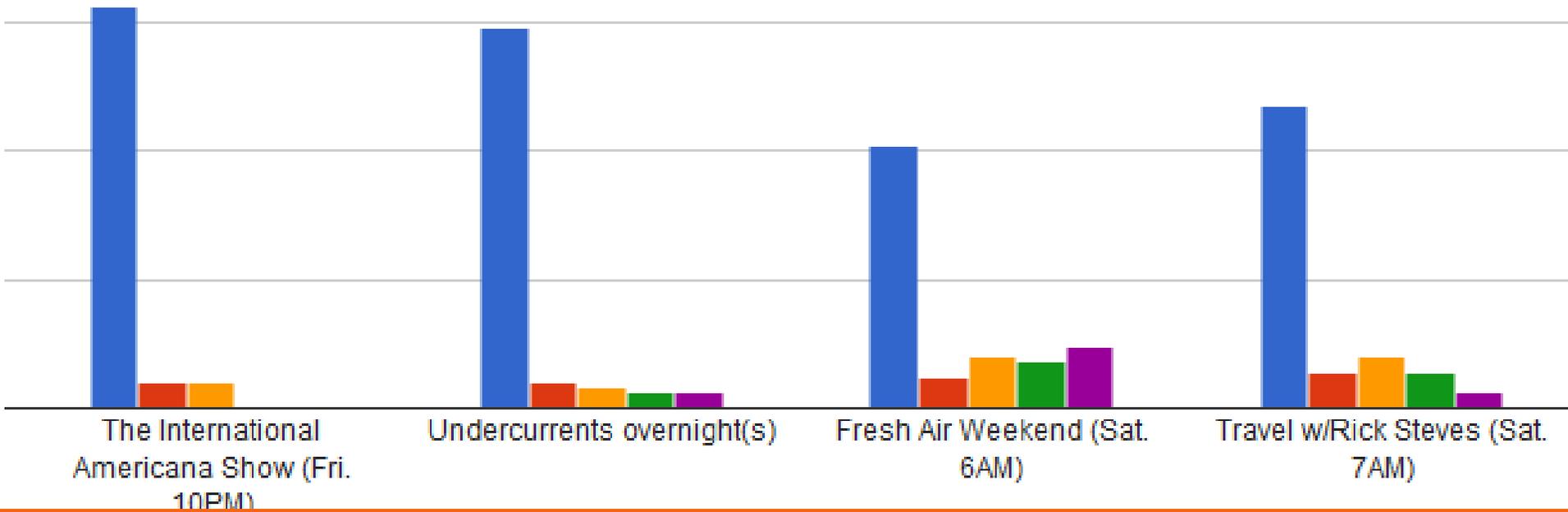
Never Listen Rarely Listen Occasionally Listen Regularly Listen Frequently Listen

WSDL 90.7 FM Programming



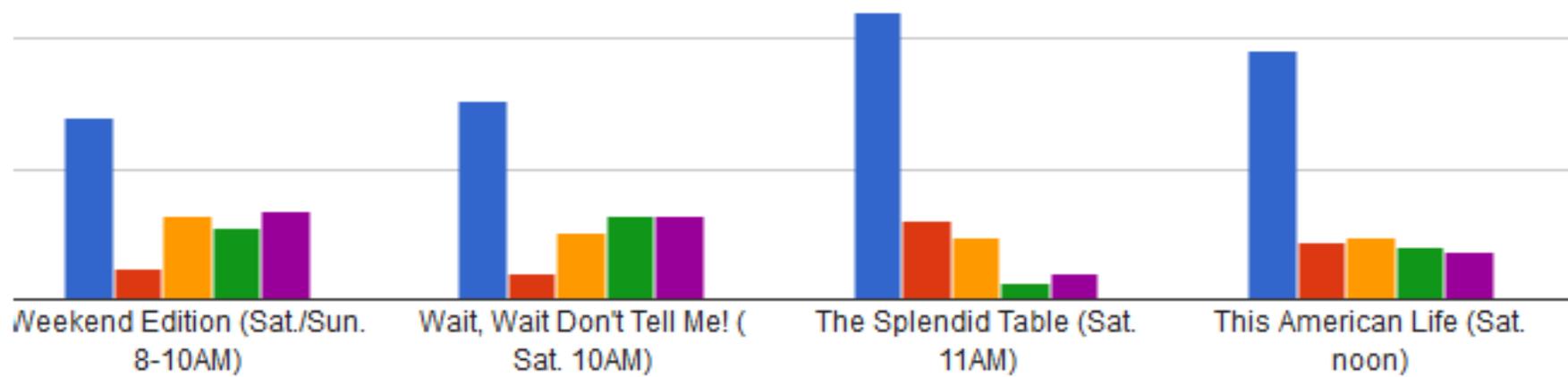
Never Listen Rarely Listen Occasionally Listen Regularly Listen Frequently Listen

WSDL 90.7 FM Programming



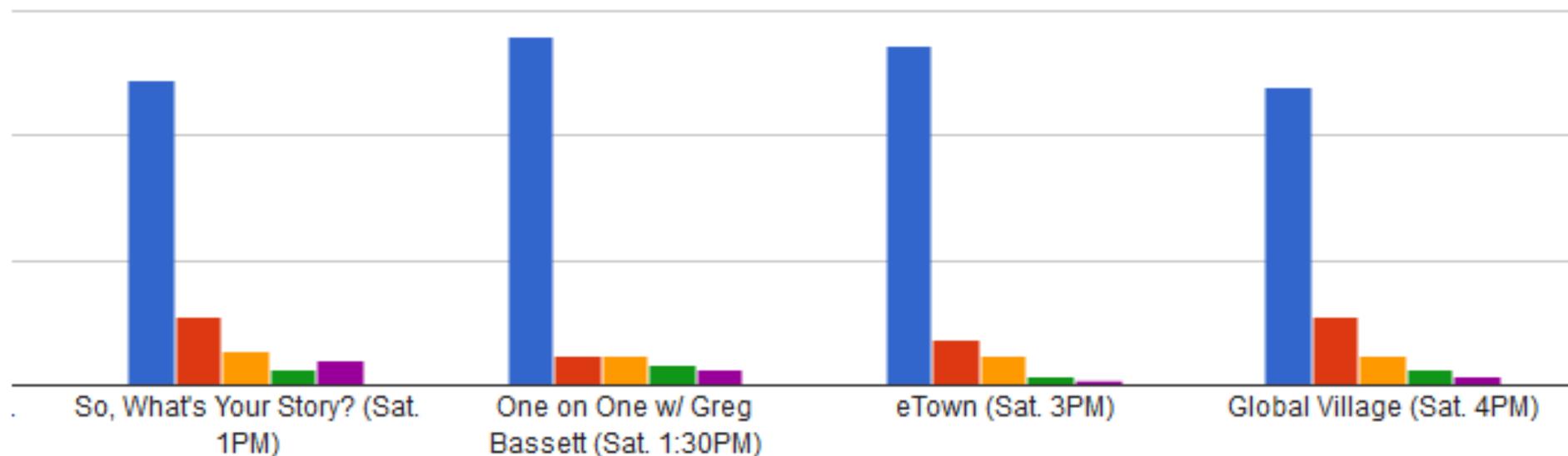
■ Never Listen ■ Rarely Listen ■ Occasionally Listen ■ Regularly Listen ■ Frequently Listen

WSDL 90.7 FM Programming



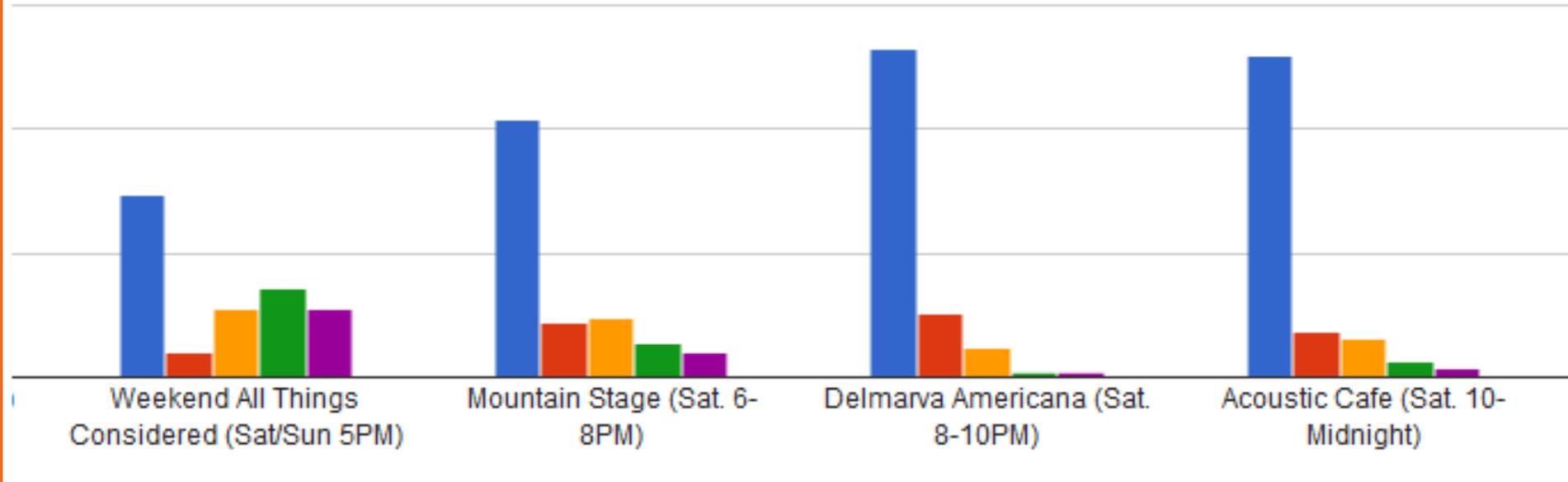
Never Listen Rarely Listen Occasionally Listen Regularly Listen Frequently Listen

WSDL 90.7 FM Programming



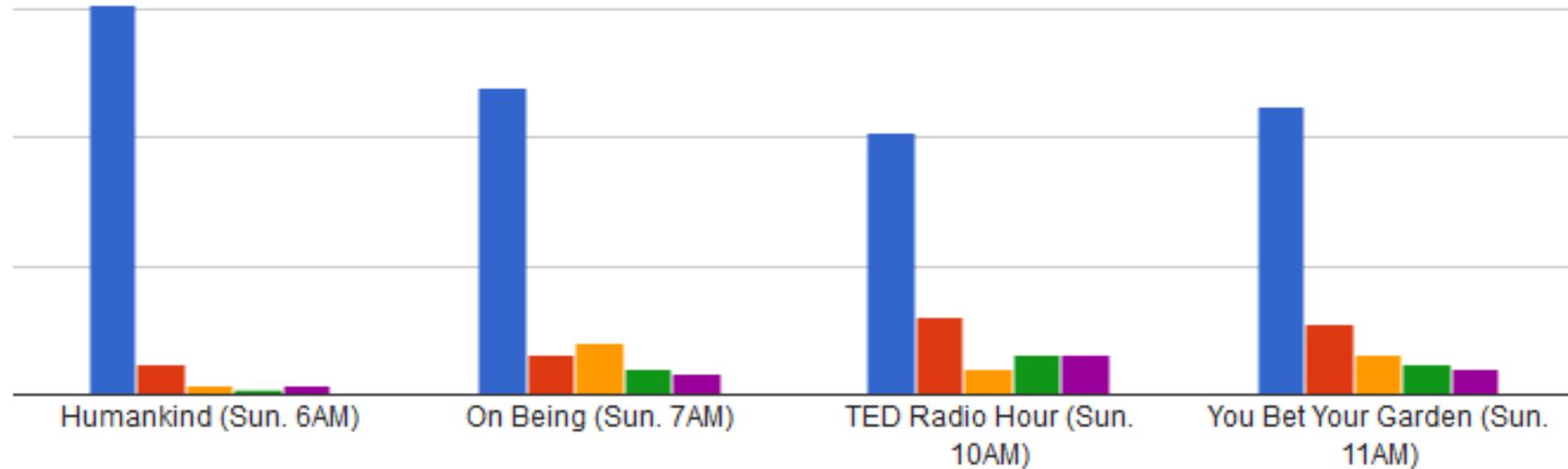
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WSDL 90.7 FM Programming



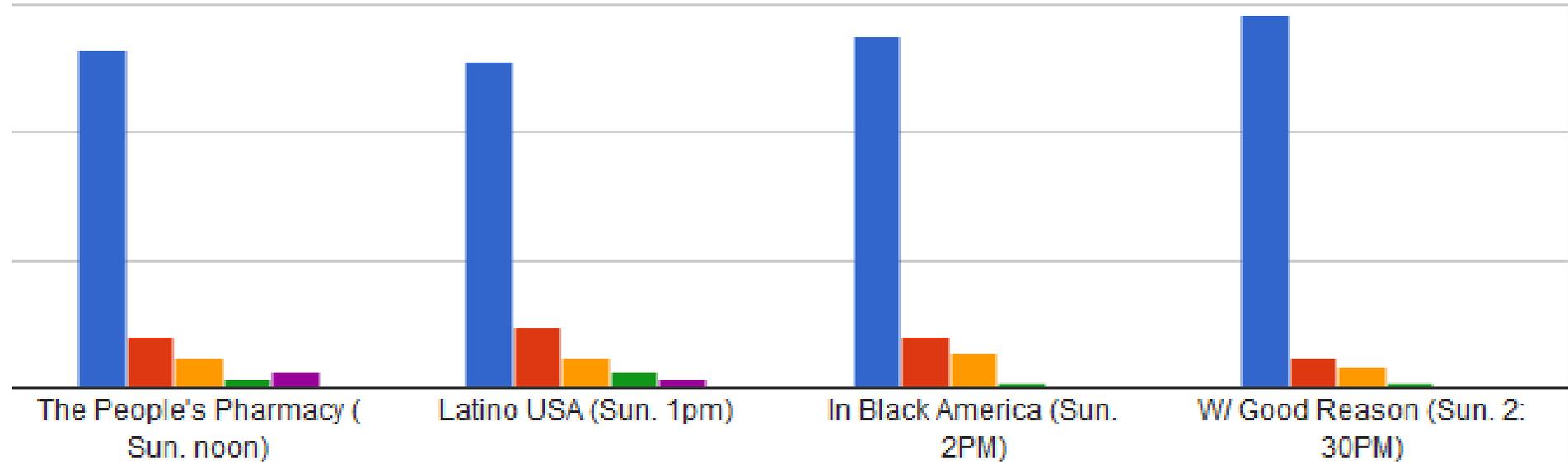
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WSDL 90.7 FM Programming



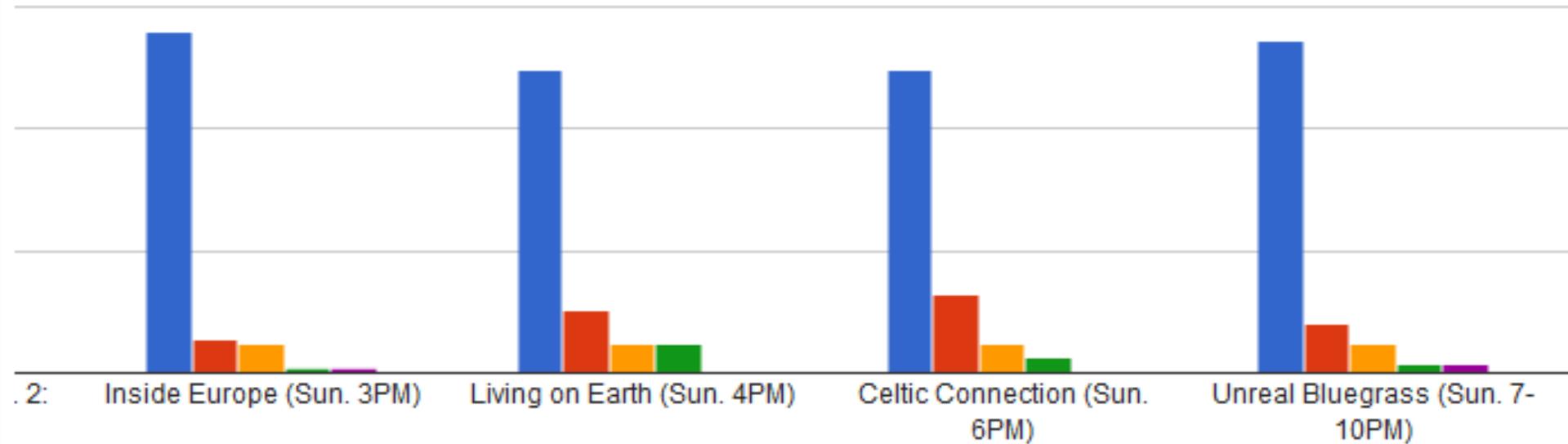
Never Listen Rarely Listen Occasionally Listen Regularly Listen Frequently Listen

WSDL 90.7 FM Programming



Never Listen Rarely Listen Occasionally Listen Regularly Listen Frequently Listen

WSDL 90.7 FM Programming



ARE THERE ANY PROGRAMS YOU WISH WE WOULD ADD?

- not that i'm aware of. I cannot receive WSDL so can't comment on any of their programming.
- Prairie Home Companion!
- Just FYI (I didn't see an option to make comments in this survey, so I am adding this here): I primarily listen when I drive to and from work to hear news and political updates. I may not listen during the other times, but I think this station is doing a great job and I love it! The signal is a bit weak though where I live.
- adventures with music (if still available)
- Rockin in the days of confusion
- No

ARE THERE ANY PROGRAMS YOU WISH WE WOULD ADD?

- It's only a game.
- Bring back Car Talk and Wait Wait
- Best of car talk
- add more talk to 89.5
- Fact check politicians.. some Consumer reports
- More daytime jazz
- Gospel on Sunday mornings.
- Prairie Home Companion
- Business report

ARE THERE ANY PROGRAMS YOU WISH WE WOULD ADD?

- Car Talk. (What happened? You used to air them Saturday AMs!)
- No, I don't know what you should add listening depends on amount of time available to listener ME
- Music from Broadway
- more of don rush and delmarva interviews/news
- I enjoyed America's Test Kitchen and The Pick. Would like to hear some jazz between 6am and 5pm.
- there are lots of clever (and probably expensive) game shows that I listen to on other stations- Ask me another, says you, etc.
- I really like the little shows Bird Note, Composers Datebook, and Sound Beat. If you added Writer's Almanac, I'd like that too.

ARE THERE ANY PROGRAMS YOU WISH WE WOULD ADD?

- On Point
- Prairie Home Companion
- Science Friday, On Point,
- some more diversity in specialized music programs (70s jazz/funk, hip-hop, electronica, punk)
- 1A
- Programs more like TED talks.

ARE THERE ANY PROGRAMS YOU WISH WE WOULD DROP?

- Selected shorts on WSCL. it always annoys me when I'm getting ready for church. I'd much rather hear Heart and Voice at that time.
- All NPR news programs
- No, I wish I could listen to 90.7 more but living in Easton my radio doesn't really pick it up. Need more reminders on my phone to stream
- chamber music society; opera
- On being.
- The story telling hour for kids.
- Get rid of the NPR drive asap

ARE THERE ANY PROGRAMS YOU WISH WE WOULD DROP?

- Drop the Sunday Morning Poetry Readings, Play Readings, Comedy Readings, PLEASE!
- TED Radio Hour. Boring! Hate it.
- PIPEDREAMS
- Short stories , opera
- NA, no longer a listener
- Prairie Home Companion; I deliberately avoid turning on my radio Saturday evenings so that I don't have to run into that show.
- No, I used to listen to some of these different time spot didn't know still on.

ARE THERE ANY PROGRAMS YOU WISH WE WOULD DROP?

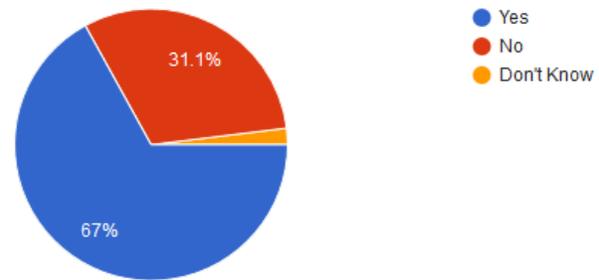
- The People's Pharmacy (Sun. noon) most programs i don't listen to have to do with my schedule or didn't know about
- Undercurrents
- One on one with Greg bassett
- Undercurrents from 1-3pm
- you see what i listen to and don't. anything i don't listen to can go.
- A lot of the Grateful Dead type ones.
- All religion/spirituality shows

ARE THERE ANY PROGRAMS YOU WISH WE WOULD DROP?

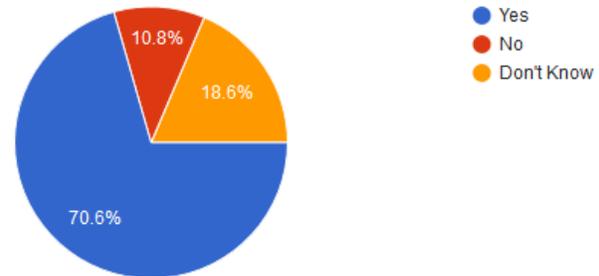
- the majority of your evening programs feature music from the 1960s or earlier (50+ years old). There's a lot of redundancy.
- all the music
- Not to be redundant less music! There are too many other stations to listen to that are primarily music oriented.
- The Show About - Delmarva Americana

Have you contributed financially to Delmarva Public Radio in the last year (2016)?

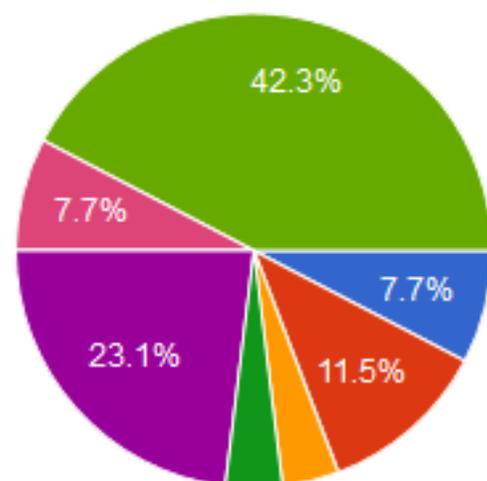
(103 responses)



Are you likely to contribute in the next Fund Drive? (102 responses)



If you answered, "No", would you please share why? (26 responses)

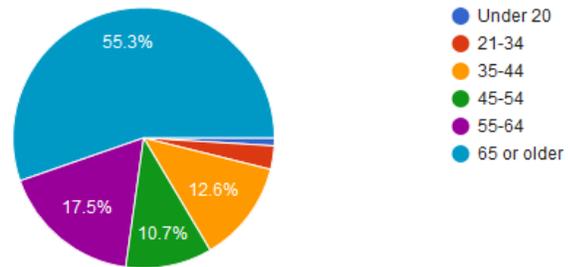


- I don't listen to Delmarva Public Radio enough
- I give to other area public radio stations already
- WSDL 90.7 FM's signal is too weak
- WSCL 89.5 FM's signal is too weak
- I'm not in a financial position to give...
- I give to other nonprofits, and I wou...
- I've thought about becoming a me...
- Other

DEMOGRAPHICS

Demographic Information

Age Group (103 responses)



Gender (102 responses)

